

# Minor regulations – 2020-2021

## 1. Name minor: Dance Industry

## 2. English name: Dance Industry

## 3. Content of minor

The minor Dance Industry educates students who have an ambition in the dynamic, specialized branch of electronic dance music, focusing on communication and commercial economy. Examples of professions of target are: event managers, (online) marketeers, A&R and label managers, bookers and artist managers.

To simulate these professions, participants of the minor will be challenged by major cases from within dance industry: a conference case, an event case and a musical release case. Therefore, Fontys ACI teams up with key players such as Amsterdam Dance Event, Sonar Festival, 013 pop stage, International Music Summit, Q-dance and various (well known) DJs and their managers. Next to these cases, classes about general themes in dance industry (Tools) are catered, again in close relation to practice.

By joining the classes and working on the cases, students will develop the following competences during the minor:

### *Representing*

Participants of the minor learn how to represent a dance music company and how to work within a corporate identity and the culture of the industry in general.

### *Creating*

Besides, based on comprehensive research, students learn to develop innovative, successful dance music products or artists, and to bring them into the market.

Within the competences, participants work on several specific learning goals and indicators. After completing the minor Dance Industry the student:

- understands the general history and mechanisms of the international electronic dance music industry;
- can carry out marketing and communication for dance music companies and artists;
- can release an electronic dance music track;
- can do research for the benefit of dance industry;
- knows the most important legal aspects in dance industry;
- can develop and realize valuable dance events and conferences;
- knows how to create partnerships and sponsoring in dance industry.

### *Resume for diploma supplement*

The student took part in the minor Dance Industry, thereby earning 30 EC. During one semester he/she capacitated in the specialistic, dynamic branche of electronic dance music (EDM), in the field of communication and commercial economy. Through 3 major, challenging Cases for professional practice, multiple Tools-classes and self-employed projects, the student worked on the competences of the minor: representing and creating. Within the former competence, minor students learn how to represent an electronic dance music/event company and how to work within its corporate identity and within the culture of the industry itself. Creating is seen as: the developing and marketing of innovative, successful products for the electronic dance music branche, based on extensive research. Within the competences the student worked on a number of specific learning goals, such as: understanding the history and mechanisms of the international EDM industry, being able to do marketing and communication for EDM companies and -artists and developing and producing valuable dance events.

#### 4. Education components (see article 16 general section of the TER)

This minor is a fulltime program (30 EC), for around 25 percent existing of Tools and other class meetings. Almost for half of the time, students individually or in groups work on the practical Cases. Besides, there's one day a week for Career, existing of the Work and Pro-File programs: learning how to act as a professional in dance music industry, and reflect on it (Work) and leveling up individual skills and qualities to be successful in the branch (Pro-File). The available cases can differ per semester.

Which topics are discussed in relation to the competences?

##### *Representing*

- History of electronic dance music and its culture
- International market of dance music industry and its mechanisms
- Pitching, both representing dance music companies and the own individual future professional
- Managing dance music acts such as DJs and producers
- Researching for dance music industry
- Legal aspects of dance music industry

##### *Creating*

- Developing and producing valuable dance events and conferences
- Realizing marketing and communication advices for dance music companies
- Creating and conducting a release planning for an electronic dance music track
- Developing partnerships and sponsoring for dance music companies and related brands

#### 5. Enrolment in the education components

Not applicable.

#### 6. Overview of tests and registration for tests (see general section of the TER, Articles 18 and 22)

Each student participates in the testing parts as listed below. Prior to the minor each student receives the study guide and the time-table in which the testing moments are presented, both regular tests and resits. The exact planning will be available at least two weeks before the testing moments.

Testing part	Testing form	Individual/group	Rating scale
Conference Case	Paper + pitch	Group	1-10
Event Case	Event + event plan	Group	1-10
Release Case	Release + release plan	Individual	1-10
Career	Showcase	Individual	1-10

#### 7. Passing the minor (see general section of the TER, Article 19, part 3)

The student has passed the minor when he scored a minimum grade of 5.5 for each testing part.

#### 8. Examination Board (see general section of the TER, Article 38)

The Examination Board ascertains whether the student has successfully completed the minor and, if so, makes sure the student receives the certificate. Fontys ACI students can get in contact with the board via the Fontys portal, external students by sending an e-mail to [aciexamencommissie@fontys.nl](mailto:aciexamencommissie@fontys.nl), for instance when it comes to arrangements for extra facilities and testing.

## **9. Validity**

This information applies for the study year 2020-2021.

## **10. Entry requirements**

To participate in the minor, students need to accomplish their propeduse of need permission from the exam committee of their study. Students with an education in commercial economy, communications, leisure, media and entertainment are accepted directly. Candidates from non-related studies have to prove their capability through a CV and a motivation letter. Of course, affinity with electronic music and its culture and industry is needed, because the program is fully focused on it. Core subjects are: marketing and communication, music, entertainment and research.

## **11. Not accessible for:**

Not applicable.

**No other requirements are to be met for participation in the minor or passing the minor than mentioned in these minor regulations.**